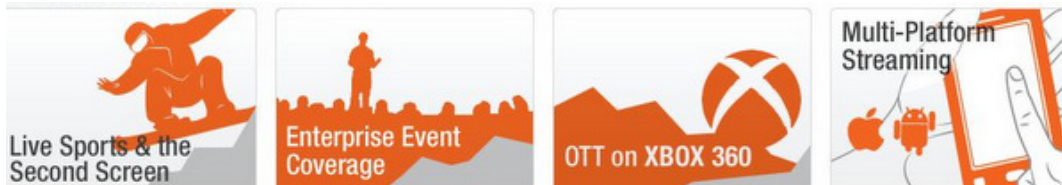


iStreamPlanet to Debut Aventus

Written by Bob Snyder
29 October 2012

Available in 2013, iStreamPlanet, will for the first time demonstrate **Aventus**, its new cloud-based, automated video workflow platform for delivering live events and live linear channels online, at Streaming Media West. The demonstration will take place during a keynote session with NBC Sports, who has been one of the key customers working with iStreamPlanet to develop the next generation live video platform.

Aventus is designed to help content distributors overcome the challenges in meeting the demand for more live online content, specifically by providing a scalable, simplified video workflow platform that increases reliability while decreasing the costs associated with delivering online live video to IP connected devices around the globe.



Aventus addresses the challenges of streaming live events and live-linear channels online to multiple platforms and devices by moving the workflow from hardware-dependent infrastructure to software- and cloud-based infrastructure.

"Aventus is the first live-video platform built from the ground up for the cloud, providing customers with a secure, scalable, reliable platform that provides insight across their entire workflow," said Mio Babic, president, and CEO of iStreamPlanet. "We'll be helping our customers take advantage of the cloud's elastic computing power, storage, and bandwidth in both on-premise private cloud and public cloud environments, dynamically scaling up or down as content requirements change. The platform will help content holders keep pace with the growing market for live video online, and help create new business opportunities for broadcasters of all sizes."

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Go [Keynote Streamed Live at 12:30 pm PST on Tuesday, Oct. 30th](#)